

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**LONGFELLOW
NEIGHBORHOOD
ACTION PLAN**

Date Adopted by the Policy Board: January 22, 1996

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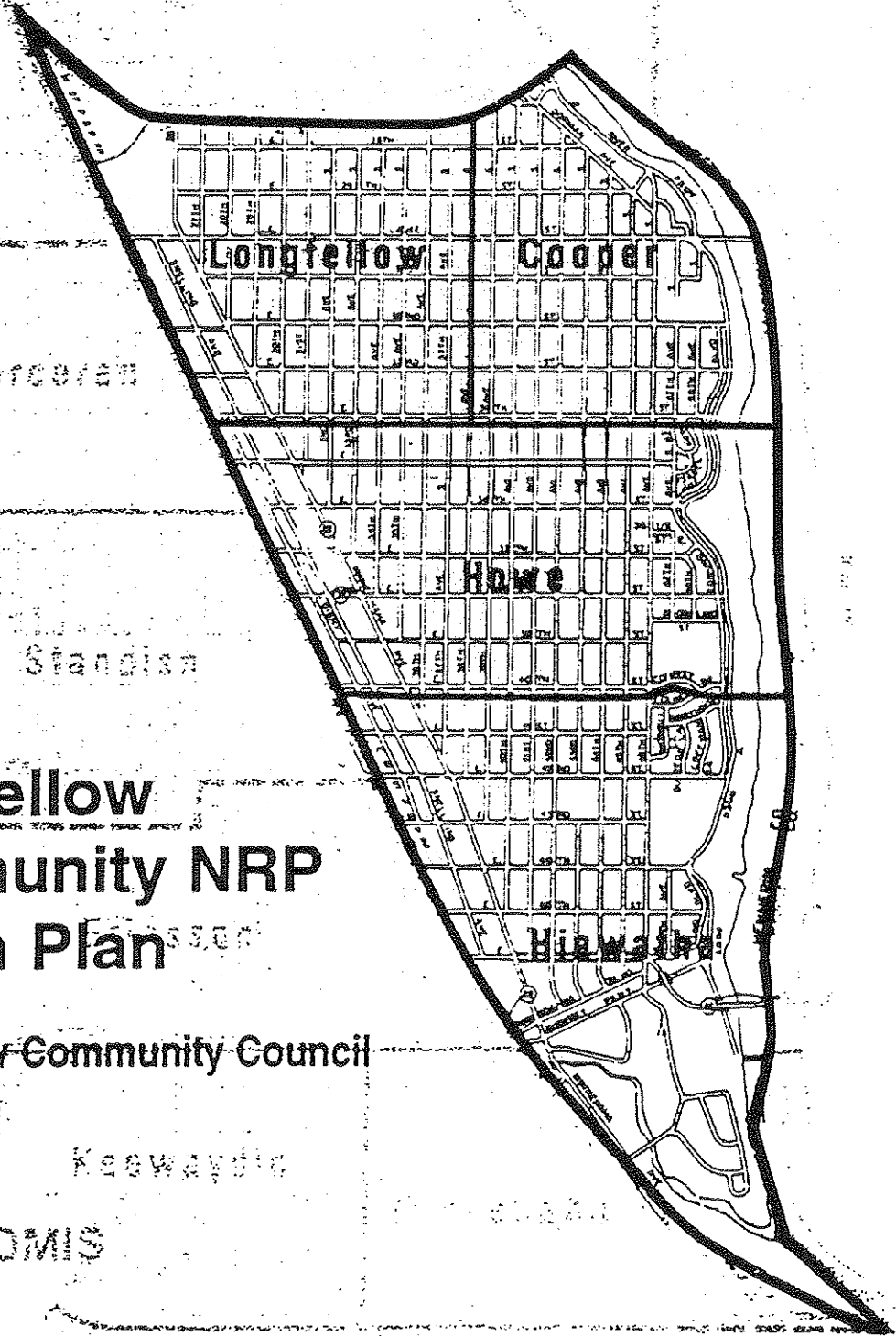
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Longfellow Community NRP Action Plan

Longfellow Community Council
Fall 1995



Acknowledgements

The Longfellow NRP process has drawn on the talents and resources of a large number of area residents. This major community contribution, combined with extensive outreach, has resulted in a balanced plan that reflects the broad interests of our community.

We believe this plan will strengthen our neighborhoods and our sense of community. The process has accomplished its most basic goal; to promote interaction and communication between neighbors. The strategies in this plan will continue to strengthen these efforts.

Over the past two years, four people have shared the NRP co-chair position. They are Candyce Anderson, Brier Miller, Elisabeth White and Dione DeMartelaere. The following people have taken leadership positions in our planning process: Tom Burke, Margaret Pederson, Karl Knutsen, Warren Christy, Tim Swiler, Jan Pearson, Grace Bartels, Gail Alexander, Bill Andre, Sue Cairns and Rich Cairns.

The co-chairs of the five action groups have been the people who have led the efforts to gather input and bring it into the plan. These have included Iric Nathanson, Dione DeMartelaere, DeWayne Townsend, Eric Hart, Don Hammen, Ginger Reineccius, Elisabeth White, Mike Vitt, Mark Brandt, Ray Frostad, Tom Walsh, Mike Demcisek, Bill Block, Kim Volking and Warren Christy.

Connie McFeters and Eric Hart worked on the Participation Agreement. Our valued staff: Victor Raymond, Brooke Clagett, Stella Townsend, Mary Ann Schoenberger, Steve Frankel, Dan Maloney and Pegi Whiteside worked long and hard to make this plan and other efforts of the Longfellow community a reality. Many City staff have assisted us throughout the NRP process. They have included Barb Likeness, Melodie Hamlett, Julia Paulsen and Pat Behrend.

We would like to take this opportunity to recognize and thank all these people, and the many others who have participated in our NRP process and contributed their time and talents in a variety of ways. We look forward to continuing relationships with those whose input is reflected in this plan, and to meeting more neighbors who will join us during implementation and in the years ahead as we continue our efforts beyond the NRP process.

Longfellow Community Council
October 1995

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The Longfellow Vision

The neighborhoods of our Longfellow Community -- Longfellow, Hiawatha, Cooper and Howe -- are on Minneapolis' eastern edge. We have many bountiful assets: the Mississippi and its parkway; Minnehaha Park and its rich history, and, most importantly, our residents, who are committed to building a better community for themselves and their families.

We are a community in which people of all ages and backgrounds live in harmony. We view the community as an extension of the family. We welcome people of different cultures and races into our neighborhood. We want young people to view Longfellow as the place that will continue to be their home as they move into adulthood.

We are a community that provides for the needs of all our residents, and where all residents have the opportunity to maximize their individual potential. We have a strong neighborhood organization, the Longfellow Community Council, which enables all residents to work for the betterment of the entire community.

We envision a future where the housing stock is well maintained and affordable; our natural resources are preserved and enhanced; and all residents have a sense of connectedness, commitment and responsibility.

Minneapolis principles of conduct against prejudice and racism

Prejudice and racism have been a powerful contributing factor to many of our community's problems. All people and institutions, whatever their race or color, must examine their own attitudes and behaviors and commit themselves to breaking the cycle of racial misunderstanding, prejudice and racism in order to provide equal economic and social access to people of all cultures and races.

Executive Summary

The Longfellow Neighborhood Action Plan is a five-year revitalization blue print for the Longfellow, Cooper, Howe and Hiawatha neighborhoods. The plan uses \$9.3 million in NRP funds to leverage over \$15 million in private funds for neighborhood improvement activities in the four neighborhoods. Several early access projects, including a \$1 million housing loan and grant program, are included in the five year plan.

The plan was developed by the Longfellow Community Council (LCC), which serves the four South Minneapolis neighborhoods. Following completion of its NRP participation agreement in the summer of 1993, LCC embarked on an intensive two year planning process. LCC's NRP Ad Hoc Steering Committee spent much of 1994 conducting outreach to the community, with a special emphasis on renters, people of color and youth. The Steering Committee used a broad range of outreach tools including surveys, focus groups, community meetings and door-to-door canvassing to obtain input from all segments of the Longfellow community.

Action groups were established to deal with housing, youth and families, neighborhood safety, environment and transportation and Community development. While each group worked on its special area of concern, the Steering Committee found that many issues cut across action group lines.

One major cross-cutting issue involved the Minnehaha corridor on the western boundary of the community. Unlike the rest of Longfellow, which is primarily residential in nature, the Minnehaha corridor includes a mixture of industrial, commercial and residential uses. Much of the community's multi-family rental housing is concentrated in the corridor, which is beginning to face some problems of spot blight. The Steering Committee coordinated a joint approach to the Minnehaha corridor. Each of the five action groups developed implementation strategies aimed at dealing with the special needs of the corridor.

Major action group proposals are listed below:

Neighborhood Safety

- **Block clubs.** Longfellow will work to establish, maintain and reactivate community crime prevention block clubs on 90% of the community's blocks over the next five years, with a priority for areas with relatively few block clubs. Longfellow will hire a half-time organizer to assist with block organizing.

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- **Home security.** Grants to homeowners and rental property owners will be provided for home security measures including secure storm doors, window bars and basement glass blocks. LCC will extend the Longfellow Lights program, which provides rebates for motion detector security lights.
 - **Volunteer neighborhood patrols.** LCC will expand neighborhood "stroll patrols" that can alert police to safety threats in the community. Volunteers will patrol Minnehaha Avenue and area parks and parkways.
 - **Supplemental police patrols.** LCC will use the police "buy-back" system to purchase the services of off-duty Minneapolis police officers for additional patrol duty in Longfellow. The "buy back" patrols will be used to respond to special situations where additional police presence may be needed.

Environment and Transportation

- **Mississippi corridor.** NRP early access funds have been allocated to develop a master plan to preserve and stabilize the Mississippi river bluffs between Minnehaha Park and the 27th Street railroad tracks and restore the trail system along the bluffs. Following completion of the plan, additional funds will be provided to help implement plan recommendations.
- **Urban forest.** Funds will be provided to plant 1500 trees on parkways and boulevards in the community.
- **Brackett Park.** A new community center will be built at Brackett Park at 38th Avenue and 28th Street. The new center will have community meeting space for about 150 people, a congregate dining area for seniors, and a pre-school area. Early access funds were provided for the development of a master plan for the park.
- **Bicycling initiatives.** Longfellow will contribute to the 29th Street greenway project which will use a bicycle trail to connect the Lake Calhoun area with the Mississippi River Parkway. Bicycling lanes will also be developed on Minnehaha Avenue and 29th Avenue.

Housing

- **Major remodeling.** Low interest loans will be provided for homeowners who want to add living space and make other major home improvements. Up to \$10,000 in zero-interest NRP funds will be used to match an equal or greater amount of bank funds provided at a market rate. No income limits will apply to the program. Loans will be available for all Longfellow homes with a tax value of up to \$125,000.
- **Fix and paint.** Matching grants of up to \$1,000, allocated through a lottery, will be provided to home owners and rental property owners for exterior improvements such as painting, stucco repair and concrete work. Property owners will match each dollar of NRP funds with two dollars of their own funds. A funding set-aside will be established for the Minnehaha corridor.
- **Property renewal.** Funds will be available to renew designated properties including vacant, boarded or condemned buildings. Designated properties may be redeveloped for new home sites when rehabilitation of the existing structure is not feasible.
- **Down payment assistance.** LCC will seek commitments from local banks to provide down payment assistance to renters who wish to purchase homes in Longfellow. If commitments do not total \$150,000 per year for three years, LCC will make pro-rata funding reductions in other NRP housing program to provide sufficient funds to meet \$150,000 a year funding goal. Outreach will be targeted at renters in the Minnehaha corridor and the northwest quadrant of the Longfellow neighborhood.

Community Development

- **Corridor development.** Longfellow will commission studies of the Minnehaha, Lake Street and Hiawatha/Snelling corridors to determine economic development opportunities. An economic opportunity fund will be created to spur development at 27th and Lake, and other commercial and industrial areas in the community.
- **Job center.** Longfellow will establish a job resource center to provide job search tools and resources. The job center will target its outreach at the Minnehaha corridor.
- **Business resource center.** The center will provide an ombudsman service for local businesses. It will serve as a liaison with business service and regulatory agencies on the county, state and federal level.
- **Storefront revitalization.** Longfellow will provide matching grants for interior and exterior improvements in commercially-zoned properties.

Youth and Families

- **Youth employment.** Longfellow will expand the existing Youth Employment Service (YES) under the umbrella of the Longfellow United for Youth and Families (LUYF). YES will add a mentoring component to link young people with area businesses.
- **Youth leadership.** LUYF will organize a Longfellow Youth Council that can implement a program of youth-originated, youth-supported community service projects.
- **School/community partnerships.** Longfellow will help develop neighborhood playgrounds at school sites and other school/community projects that can forge stronger links between the schools and their surrounding neighborhoods.
- **East Minneapolis YWCA.** Longfellow will contribute \$500,000 to the development of a new East Minneapolis YWCA. The YWCA is exploring a partnership with the Minneapolis Board of Education on the Anne Sullivan school site. Longfellow's contribution is contingent on the YWCA completing a capital fund raising campaign.

Fund Summary

Action Group	NRP \$\$\$
Neighborhood Safety	\$ 829,525
Environment/Transportation	\$1,407,500*
Housing	\$4,331,675**
Community Development	\$1,201,675
Youth/Families	\$1,057,500
Administration	\$ 475,000
Total	\$9,302,875

* includes \$167,000 for early access park projects

** includes \$1,000,000 for early access housing loan and grant program

The Longfellow Community

The cover of this report shows a map of the Longfellow community*. The community is bounded by the 27th street railroad tracks on the north, the Mississippi River on the east, the Hiawatha railroad tracks on the west, and the southern boundary of Minnehaha Park on the south. These boundaries include the Longfellow, Cooper, Howe and Hiawatha neighborhoods.

The area includes a significant industrial and commercial development. Minneapolis' major milling district is located along the western edge of the community, in the Hiawatha-Snelling corridor. The area contains commercial nodes at Lake and Minnehaha, 38th and Minnehaha and the southern end of Hiawatha Avenue, near 46th Street. All of Lake Street from Hiawatha Avenue to the River is lined with commercial and industrial enterprises.

The industrial and commercial enterprises form a partial ring at the western and northern edges of Longfellow, while the areas south of Lake Street and east of Minnehaha Avenue are predominantly residential in character.

Population. As of 1990, the total population in the four neighborhoods was 21,598. Between 1980 and 1990, Longfellow's population remained relatively stable. Slight decreases in population during the 10 year period in Longfellow, Cooper and Howe, were offset in part, by a slight increase in Hiawatha. The four neighborhoods reflect the city as a whole in the distribution of population by age group. The percentage of families with children under the age of 18 range from 24.4% in Hiawatha to 30% in Howe. The citywide rate is 24.4%

In recent year, the Longfellow community has become more diverse. The two neighborhoods that are at the northern end of the area, Longfellow and Cooper, have the largest number of people of color, with the Longfellow neighborhood having the highest percentage of 14%. The percentage of persons in poverty is lower than the citywide average, with a maximum of 8% in any of the four neighborhoods.

Housing. Single-family, owner-occupied housing continues to be the predominant housing type in Longfellow. Homestead rates (the percentage of housing units that are owner-occupied) ranges from 80.1% in the Longfellow neighborhood to 88.5% in the Cooper neighborhood. The citywide homestead rate of 75.5%.

Substandard housing is found at a somewhat higher rate than the city average of 10%, with the Longfellow and Howe neighborhoods have the highest percentage with 16% and 19% respectively. The Hiawatha and Cooper neighborhoods have levels of sustandard housing closer to the citywide average at 8%.

* The city-designated community of Longfellow includes the Seward neighborhood. However, for NRP purposes Seward is not included in Longfellow.

Table 1
Population

Neighborhood	1980	1990
Longfellow	5,078	5,023
Cooper	3,938	3,708
Howe	7,241	7,108
Hiawatha	5,627	5,759
Total	21,884	21,598

Table 2
Housing

Neighborhood	Total residential structure	Number substandard	Percent substandard
Longfellow	1,508	246	16.3%
Cooper	1,431	107	7.5%
Howe	2,616	496	19.0%
Hiawatha	2,142	184	8.6%
Total	7,697	1,033	13.4%

The NRP Process

In April 1992, at a series of community forums, residents of the Longfellow, Cooper, Howe and Hiawatha neighborhoods decided that they wanted to band together to strengthen and reinvigorate the Longfellow Community Council, the community organization that had served their area since the early 1970's. The community forums led to the restructuring of LCC as a membership organization with an elected council representing the four neighborhoods.

The 1992 forums laid the foundation for a decision by LCC to submit a joint application on behalf of the four neighborhoods to participate in the Neighborhood Revitalization Program. The joint application signified a recognition by the neighborhoods that they could develop a more effective NRP by working jointly rather than separately.

When Longfellow was selected for inclusion in NRP in August 1992, its community, with a population of more than 21,000, was-- and still is --the largest NRP area in the City. Longfellow's population helped determine its NRP funding allocation of \$9.3 million.

Longfellow's designation as an NRP neighborhood meant that LCC could start a comprehensive planning process that culminated in the preparation of this five year Neighborhood Action Plan.

While Longfellow started work on its NRP Plan, LCC was also developing a pilot project under the transitional phase of NRP. The transitional phase enabled neighborhoods to undertake targeted projects prior to initiating their comprehensive plans. LCC's \$100,000 transitional project provided funds for down payment assistance for renters and low interest home improvement loans for homeowners in a target area in the western end of the community.

Outreach. In mid 1993, LCC and the Neighborhood Revitalization Program developed a participation agreement that specified how Longfellow would proceed with the preparation of its Action Plan. The agreement focused on the need for input from all segments of the Longfellow community. Renters, people of color and youth were targeted for special outreach efforts.

At the outset of the NRP outreach process, the Steering Committee sponsored five community meetings where participants were asked to brainstorm their areas of concerns. These concerns were charted on "fish" charts, which used a diagram, resembling a fish, to chart neighborhood issues. Using the fish charts as a guide, the Steering Committee developed a survey that was distributed to the community with the LCC newsletter, the Longfellow Gazette. A total of 680 survey responses were tabulated.

In an effort to get youth input, the Steering Committee worked with South and Roosevelt high schools. Both schools are located just outside the Longfellow community. South High students helped develop a survey that was distributed to Roosevelt and South students in June 1994. Over 600 survey were returned. Sixty-six were completed by students who were Longfellow residents. Other youth outreach efforts included focus groups with participants in the Youth Employment Service (YES) and young people at Longfellow Park. The LCC Youth Committee and the NRP Youth Action Group sought input from community service agencies at a youth providers summit in October 1994.

Family Day at the Movies in September 1994 was designed to get input from parents of school age children. Over 400 people attended the reduced price movie that was shown at the Riverview Theatre. A total of 52 adults completed a survey that was distributed at the theater. That same day, 19 volunteers conducted a door-to-door survey in areas of the community, mainly along Minnehaha and Snelling Avenues, that had high concentrations of rental housing. Over 90 renters responded to this survey.

In July 1994, over 50 volunteers rode garbage trucks and collected refuse as part of a neighborhood cleanup effort. These volunteers used the cleanup to inform their neighbors about NRP.

A number of special purpose focus groups were convened through the NRP planning process. Focus group sessions were held for business people, seniors, renters and people of color. Volunteers attended a number of community events and spoke to community groups throughout the process to inform community members about NRP and request input. Information booths were set up at the spring open houses at Howe, Seward and Longfellow schools, the LCC World of Music Day and the Celebrate the Bridge Festival. Additional information about outreach is provided in the appendices on pages 81-84.

The NRP Steering Committee analyzed the concerns expressed through the outreach process and used this analysis to establish action groups in five major areas: Housing, Neighborhood Safety, Youth and Families, Environment and Transportation, Community Development. The five action groups developed the goals, objectives and implementation strategies provided in the following section of this report.

Early access. As an outgrowth of its outreach, Longfellow developed several projects under the "early access" phase of NRP. Early access permits neighborhoods to start drawing down part of their NRP allocations for approved activities while they are developing their action plans. In 1994, Longfellow allocated \$1 million for a housing loan and grant program, which extended the 1993 pilot project. In 1995, LCC approved an additional \$167,000 for three park projects. These funds are being used to complete restoration of the Longfellow House in Minnehaha Park, to develop a stabilization plan for the Mississippi River bluffs and to begin work on plans for a new Brackett Park community center.

Minnehaha corridor. The Steering Committee used the action group process to focus special attention on the Minnehaha corridor along the western boundary of the community. Unlike the rest of Longfellow, which is primarily residential in nature, the Minnehaha corridor includes a mixture of industrial commercial and residential uses. Much of the area's multi-family rental housing is concentrated in the corridor, which is beginning to show problems of spot blight. Each of the action groups has developed implementation strategies aimed at dealing with the special needs of the corridor.

Plan approval. The participation agreement specifies the process for ratification of the Action Plan, which requires approval by the LCC Council of Representatives, and review and approval by the general Longfellow community.

On August 28, 1995, the LCC Council approved the draft plan. The plan was reviewed at a community meeting at Longfellow Park on October 7 and ratified by the community at a meeting at Sanford Middle School on October 21.

Implementation. Longfellow expects to start implementing its NRP plan in 1996, after the plan has been approved by the NRP Policy Board and the City Council. The NRP Steering Committee, operating as a subcommittee of the Longfellow Community Council, will oversee NRP implementation.

About this report

The following sections of this report includes the Longfellow Action Plan's goals, objectives and implementation strategies.

Goals and objectives are cross-referenced with implementation strategies. Page numbers which identify implementation strategies are provided under each of the goals and objectives. In the implementation section of this report, page numbers are provided which refer back to the goals and objectives.

Several symbols are used in the following section of this report. They include:

[m//] Indicates that the implementation strategy targets activities in the Minnehaha corridor.

[*Early Access*] Indicates that an activity with funded under the Early Access phase of NRP.

NRP \$\$\$ Indicates that an activity is funded with NRP funds.

Other \$\$\$ Indicates that an activity is funded with non-NRP funds or that private funds will be used to match NRP funds.

Goals and Objectives

Neighborhood Safety

Environment and Transportation

Housing

Community Development

Youth and Families

Neighborhood Safety

We envision a community where people are safe and comfortable in their public and private lives. Residents respect, communicate with, and help each other. Each citizen takes responsibility for contributing toward a safe environment. All residents have opportunities to maximize their individual potential. All residents are involved in the welfare of the community.

1. Create a stronger sense of community well-being and safety through increased citizen participation.

- a. Expand block clubs to serve as a communication and social network that can address neighborhood issues and enhance a sense of community among residents
- b. Expand citizen patrol programs
- c. Involve residents in meeting safety goals
- d. Market the community as a safe and livable place

Implementation:

NEIGHBORHOOD SAFETY

<i>Block clubs</i>	<i>page 28</i>
<i>Volunteer patrols</i>	<i>page 29</i>
<i>Personal security</i>	<i>page 31</i>
<i>Community building</i>	<i>page 37</i>

2. Prevent crime

- a. Educate community members about crime reduction and prevention techniques
- b. Involve neighborhood organizations in crime prevention activities
- c. Combat violence, including youth and gang violence

Implementation:

NEIGHBORHOOD SAFETY

<i>Personal security</i>	<i>page 31</i>
<i>Home security</i>	<i>page 32</i>
<i>Community lighting</i>	<i>page 33</i>
<i>YOUTH AND FAMILIES</i>	
<i>Youth leadership</i>	<i>page 74</i>

3. Address safety concerns of all citizens of the community

- a. Increase safety for youth, through education and training
- b. Increase safety for seniors, through education and training
- c. Increase safety for women, through education and training
- d. Increase safety for businesses
- e. Improve safety at parks and other public areas
- f. Improve safety in and around area homes
- g. Focus on specific residential, commercial and public areas experiencing greatest increase in crime
- h. Address additional safety issues as needed

Implementation:

NEIGHBORHOOD SAFETY

<i>Personal security</i>	<i>page 31</i>
<i>Community lighting</i>	<i>page 33</i>
<i>Home security</i>	<i>page 32</i>
<i>Rail corridor</i>	<i>page 36</i>

YOUTH AND FAMILIES

<i>Youth leadership</i>	<i>page 74</i>
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4. Improve police-community relations

- a. Increase interactions between the police and community
- b. Increase police patrols
- c. Improve police responsiveness

Implementation:

NEIGHBORHOOD SAFETY

<i>Police-community relations</i>	<i>page 35</i>
<i>Supplemental police patrols</i>	<i>page 34</i>

Environment and Transportation

As members of the Longfellow community, we will work to maintain a mutually beneficial relationship with the natural environment. We value the environment and the trees, green space, gardens, river environment and fish and wildlife within our neighborhoods. We seek to preserve, enhance and increase our appreciation for our environmental resources.

As residents, workers and business owners, we will promote environmentally sensitive economic development. We will work towards a vision of sustainable development by promoting practices that reduce pollution and conserve energy, water and habitat. We will educate young people about sound environmental practices and encourage their participation in activities that can improve the environment of our community.

We encourage the reduction of dependency on automobiles by providing non-automotive transportation choices and infrastructure, and access to communication and information technologies. To keep our neighborhoods safe, quiet and efficient, we need to provide local transportation networks and alternatives.

1. Improve Longfellow's appearance and image

- a. Plant trees along Longfellow boulevards
- b. Integrate efforts with residents, businesses and schools to approve appearances
- c. Create pocket parks where substandard housing has been removed

Implementation:

ENVIRONMENT AND TRANSPORTATION

Urban forest *page 42*

YOUTH AND FAMILIES

Minnehaha corridor recreation *page 76*

2. Maintain and improve the park and parkway systems

- a. Enhance restoration of Minnehaha Park
- b. Improve community parks: Bracket, Longfellow and Hiawatha

Implementation:

ENVIRONMENT AND TRANSPORTATION

Park improvements

page 43

3. Protect the river bluff corridor, while improving accessibility and safety

- a. Preserve and maintain the river bluff and its trails
- b. Restore native plants to the parkway to reduce long term costs and environmental impact of turf maintenance
- c. Nurture community stewardship of the river

Implementation:

ENVIRONMENT AND TRANSPORTATION

River corridor

page 40

4. Promote access to community gardening with special attention to the needs of renters

- a. Develop small community gardens in vacant areas
- b. Increase opportunities for organic gardening
- c. Develop a land trust to acquire and preserve garden plots

Implementation:

ENVIRONMENT AND TRANSPORTATION

Community gardens

page 45

5. Promote energy and resource efficiency in housing

Implementation:

HOUSING

Longfellow Housing Office

page 51

6. Reduce reliance on the automobile

- a. Increase bicycling for recreation and commuter transportation
- b. Work to improve public transportation

Implementation:

ENVIRONMENT AND TRANSPORTATION

Bicycling initiatives

page 47

Minnehaha Ave. improvements

page 46

7. Slow automobile traffic to promote safety and livability

- a. Implement traffic calming devices and techniques in problem areas
- b. Slow traffic crossing Lake Street

Implementation:

ENVIRONMENT AND TRANSPORTATION

Traffic calming

page 48

8. Increase internet access for all members of the community

Implementation:

ENVIRONMENT AND TRANSPORTATION

Park improvements

page 43

Housing

We, the Longfellow Community, will preserve, strengthen and improve upon our housing stock by building on our tradition of well built, economical family housing. We, the community, will provide fair and equal housing opportunities to meet the diverse needs of our neighbors in the form of quality, safe, affordable and accessible housing for owners, renter, families and individuals.

1. Protect and improve Longfellow's housing stock with an emphasis on the area's do-it-yourself tradition.

- a. Eliminate and prevent blight and deterioration of housing stock by removing abandoned/deteriorated property and redeveloping deficient housing into quality housing
- b. Enable current Longfellow residents to address health, safety, structural and mechanical issues
- c. Maintain and upgrade housing stock to enable Longfellow residents to improve housing to meet their growing needs
- d. Re configure zoning status to minimize land use conflicts
- e. Enhance value of Longfellow's homes and property
- f. Build on Longfellow's Do-it-yourself tradition by enabling home owners to do improvements on their own homes
- g. Involve local banks in reinvesting in the community

Implementation:

HOUSING

<i>Designated property improvement</i>	<i>page 53</i>
<i>Fix and paint</i>	<i>page 55</i>
<i>Basic home improvements</i>	<i>page 56</i>
<i>Major remodeling</i>	<i>page 57</i>
<i>Longfellow housing office</i>	<i>page 51</i>

2. Provide and expand home ownership opportunities

- a. Create opportunities that permit rehabilitation of purchased home at time of acquisition
- b. Assist residents in need who are not currently being served by existing programs and resources

Implementation:

HOUSING

<i>Down payment assistance</i>	<i>page 59</i>
<i>Major remodeling</i>	<i>page 57</i>
<i>Longfellow housing office</i>	<i>page 51</i>

3. Promote responsible rental property ownership, management and tenancy.

- a. Improve the quality, livability and condition of neighborhood rental housing
- b. Assist landlords in becoming more effective managers of rental property
- c. Promote greater participation in Longfellow Community Council by renters
- d. Explore options for tenant empowerment
- e. Provide safe and fun living environments for children in apartment buildings

Implementation:

HOUSING

<i>Rental rehabilitation</i>	<i>page 58</i>
<i>Longfellow housing office</i>	<i>page 51</i>

YOUTH AND FAMILIES

<i>Minnehaha corridor recreation</i>	<i>page 76</i>
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4. Improve access to housing information, programs and advocacy.

- a. Establish a full service neighborhood housing center with ombudsperson to increase Longfellow residents' ability to address housing related issues

Implementation:

HOUSING

<i>Longfellow Housing Office</i>	<i>page 51</i>
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5. Promote environmentally responsible property ownership and occupancy

- a. Encourage reduction of environmentally damaging materials (i.e. lead paint, poisons, pesticides, etc.)
- b. Promote reduction, reuse and recycling of housing related resources (wood, freon, metals, etc.)
- c. Promote efforts to nurture existing wildlife and vegetation

Implementation:

HOUSING

Longfellow housing office

page 51

6. Improve responsiveness of housing-related city services.

- a. Collaborate with other neighborhoods in evaluating quality and responsiveness of city services
- b. Encourage city agencies to adopt a community based approach to their work/activities in Longfellow and other neighborhoods

Implementation:

HOUSING

Longfellow Housing Office

page 51

Community Development

The Longfellow Community will be an attractive and aesthetically pleasing environment that captures the character of Longfellow. The community will be a place where residents and businesses have a sense of connectedness, commitment and responsibility to ensuring vitality and stability of the community in an environmentally responsible manner. The community will attract new development while supporting and promoting existing and emerging businesses which provide for the mutual needs and desires of the people of Longfellow.

1. Build upon neighborhood characteristics and amenities

- a. Capitalize on economic development opportunities presented by unique geographical/physical features of the neighborhood (i.e. grain elevators, parks, river)
- b. Capitalize upon positive attributes that industrial and business nodes add to neighborhood character
- c. Capitalize on the rich history and diversity of the neighborhood in creating economic development opportunities and promoting economic viability of the neighborhood (i.e. Longfellow House, African American community, historical setting of Snelling Avenue, etc.)
- d. Create a sense of vitality and activity that attracts people to the community

Implementation:

COMMUNITY DEVELOPMENT

<i>Longfellow historical trail</i>	<i>page 67</i>
<i>Corridor development</i>	<i>page 62</i>
<i>Local marketplace</i>	<i>page 63</i>

2. Support local businesses

- a. Support, stabilize, strengthen and retain existing local businesses
- b. Support small businesses including locally-owned and home-based firms
- c. Increase awareness and utilization of local business
- d. Increase networking opportunities for local businesses
- e. Strengthen the Longfellow Business Association
- f. Improve city services for businesses
- g. Establish a neighborhood economic development/business resource center

Implementation:

COMMUNITY DEVELOPMENT

<i>Business resource center</i>	<i>page 65</i>
<i>Storefront revitalization</i>	<i>page 66</i>
<i>Corridor development</i>	<i>page 62</i>

3. Generate new and expanded development

- a. Encourage businesses to locate in Longfellow, particularly those that provide living wage jobs
- b. Promote full utilization of existing commercial space in Longfellow
- c. Create compatibility between industrial, commercial and residential uses
- d. Increase the supply of living wage jobs in the area
- e. Collaborate with other neighborhoods in addressing policy issues

Implementation:

COMMUNITY DEVELOPMENT

<i>Business resource center</i>	<i>page 65</i>
<i>Corridor development</i>	<i>page 62</i>
<i>Job resource center</i>	<i>page 64</i>

4. Target economic development efforts geographically and strategically.

- a. Attract new businesses to specific areas (e.g. Minnehaha Falls area)
- b. Create thematic business nodes
- c. Ensure that Lake Street and Minnehaha corridors are viable
- d. Ensure a complementary mix of businesses

Implementation:

COMMUNITY DEVELOPMENT

Business resource center

page 65

Corridor development

page 62

5. Promote environmentally sound business operation and development.

- a. Cleanse polluted buildings and sites
- b. Develop a waste recycling program for businesses
- c. Encourage reduction in use of environmentally-damaging materials
- d. Promote efforts to nurture existing wildlife and vegetation

Implementation:

COMMUNITY DEVELOPMENT

Business resource center

page 65

Business recycling

page 68

Corridor development

page 62

6. Promote a greater sense of community

- a. Create an attractive and cohesive community image
- b. Increase sense of neighborhood pride and identity
- c. Market the neighborhood to prospective commercial and residential interests
- d. Create places and opportunities for neighbors to get together
- e. Create networking opportunities for local businesses
- f. Link revitalization efforts to Longfellow's historic identity
- g. Create a sense of vitality and activity that attracts people to the community.

Implementation:

COMMUNITY DEVELOPMENT

Business resource center page 65

Longfellow historical trail page 67

Corridor development page 62

YOUTH AND FAMILIES

Community building events page 75

7. Promote convenience and accessibility

- a. Improve availability of parking
- b. Enhance pedestrian compatibility and access
- c. Promote economic development on an appropriate scale
- d. Promote non-motorized transportation access
- e. Ensure sufficient space for deliveries and other services to business

Implementation:

ENVIRONMENT AND TRANSPORTATION

Minnehaha Avenue improvements page 46

COMMUNITY DEVELOPMENT

Corridor development page 62

8. Develop a comprehensive business and economic development plan

Implementation:

COMMUNITY DEVELOPMENT

Corridor development page 62

Youth and Families

In surveys, focus groups, and community meetings, Longfellow community residents repeatedly expressed their interest in making stronger intergenerational connections between adults and youth. They also saw the need for more youth activities and many lamented the lack of connection between local schools and their neighborhoods.

1. Create a community in which people know their neighbors and feel safe in their community and with each other.

- a. Improve security and attractiveness of neighborhood parks and recreation areas
- b. Create a more positive interaction between people of all ages
- c. Provide intergenerational contact in activities that work to meet community needs
- d. Provide a multi-generational center for everyone in the community
- e. Promote and sponsor intergenerational activities and events

Implementation:

YOUTH AND FAMILIES

Youth employment page 71

Community building page 75

School-community partners page 78

ENVIRONMENT AND TRANSPORTATION

Park improvements page 43

2. Develop and promote self esteem, self confidence and leadership among youth

- a. Help youth develop connections between their education and their later career and life choices
- b. Provide and promote youth employment and job readiness skills
- c. Help young people become confident of their abilities and responsible participants in their community
- e. Increase youth access to tutoring programs
- f. Develop conflict resolution and communication skills among youth and between youth and adults

Implementation:

YOUTH AND FAMILIES

Youth employment page 71

Youth leadership page 74

Entrepreneurship page 73

3. Increase availability of and access to services for all members of the community, particularly youth, families and seniors.

- a. Establish a clearinghouse for youth, family and senior programs
- b. Reach out to youth in the community who often do not become involved in community programs
- c. Provide recreational opportunities for children, youth, seniors and families
- d. Provide information and support that will help parents become more responsible and effective
- e. Provide support for programs that encourage personal health and well-being

Implementation:

YOUTH AND FAMILIES

Community building page 75

Entrepreneurship page 73

Minnehaha corridor page 76

East Mpls YWCA page 77

ENVIRONMENT AND TRANSPORTATION

Park improvements page 43

4. Enhance connections between local schools and the Longfellow community

- a. Increase community involvement in school activities and programs.
- b. Encourage schools, parks and community groups, including LCC, to pool resources
- c. Increase schools' awareness of the broader community's activities and programs.

Implementation:

YOUTH AND FAMILIES

School/community partnerships page 78

Community building page 75

Neighborhood Safety

Implementation Strategies

1. Block clubs

[m/]*

Longfellow will work to establish, maintain and reactivate block clubs on 90% of the community's blocks over the next five years, with a priority for areas of the community with relatively few block clubs. Existing block clubs will be encouraged to broaden their scope to deal with general community issues. Block club leaders will be encouraged to serve as liaisons for the Longfellow Community Council. Existing block clubs will also be encouraged to reach out to neighboring blocks that lack clubs especially in the Minnehaha corridor and Longfellow neighborhood. The size of the Longfellow Community and the additional organizing responsibilities will necessitate Longfellow hiring a half-time organizer to assist the CCP/SAFE staff with block organizing. Volunteers, including youth, will be encouraged to work with the organizer.

Partners: LCC, CCP/SAFE

Resources: ***NRP \$\$\$*** \$151,675

Timeline:

1995	
1996	\$36,675
1997	\$35,000
1998	\$30,000
1999	\$25,000
2000	\$25,000

Goals and objectives:

Neighborhood Safety 1.a

page 11

Contract manager: NRP

*Indicates Minnehaha corridor initiative

2. Volunteer neighborhood patrols

[m//]

Longfellow will expand existing neighborhood "stroll patrols" that can alert the police to safety threats in the community. The volunteer patrol members usually work in teams. Volunteers will patrol Minnehaha Avenue and area parks and parkways. NRP funds will be used for equipment such as portable phones and flashlights. The equipment will be maintained as the property of LCC for use by volunteers..

Partners: LCC, CCP/SAFE, Mpls. Park Board.

Resources: *NRP \$\$\$* \$5,000

Timeline: 1995
1996 \$5,000
1997
1998
1999
2000

Goals and objectives:

Neighborhood Safety 1.b

page 11

Contract manger: NRP

3. Safety information networks

Longfellow will establish a "quick response" safety information network that can notify area residents about immediate safety issues in the community. This quick response system was used to organize the meetings in May and June 1995 on the serial rape attacks in the Hiawatha neighborhood. Funds may be used for flyers and other information materials including posters and to develop a data base and a "phone tree" system to alert area residents. Community meetings will also be organized and held in response to any issues that arise.

Partners: LCC, CCP/SAFE

Resources: *NRP \$\$\$* \$10,000

Timeline: 1995
1996 \$2,500
1997 \$2,500
1998 \$2,500
1999 \$2,500
2000

Goals and objectives:

Neighborhood Safety

3.h.

page 12

Contract manager: NRP

4. Personal security

Longfellow will implement several initiatives aimed at enhancing personal safety and security. Seminars and information materials will be developed on personal safety techniques for women. Consultants could be hired to give educational workshops regarding domestic violence and personal safety. A program to combat domestic violence will be developed in cooperation with organizations such as the Harriet Tubman Center. Longfellow will work to establish McGruff houses on 20% of the blocks in Longfellow. McGruff houses provide safe havens for children who are concerned about their personal safety.

Partners: LCC, CCP/SAFE, Harriet Tubman Center

Resources: *NRP \$\$\$* \$20,000
(\$5,000 safety for women)
(15,000 domestic violence prevention)

Timeline: 1995
1996 \$10,000
1997 \$10,000
1998
1999
2000

Goals and objectives

Neighborhood Safety 1.c., 2.c., 3.c. pages 11, 12

Youth and Families 2.a. page 23

Contract manager: NRP

5. Home security

Longfellow will provide grants for permanent home security measures including secure storm doors, window bars and basement glass blocks. Grants will be available for owner-occupied and rental properties. Longfellow will also extend the Longfellow Lights program which provides motion detector security lights at a reduced rate. Funds will be used to provide rebates to Longfellow residents that purchase the lights during the week preceding National Night Out in August.

Partners: LCC, CCP/SAFE

Resources: ***NRP \$\$\$*** \$70,000
(\$55,000 activities to increase home security)
(\$15,000 motion detector rebates)
Other \$\$\$ \$45,000 private match

Timeline: 1995
1996 \$30,000
1997 \$20,000
1998 \$18,000
1999 \$ 2,000
2000

Goals and objectives:

Neighborhood Safety

3.f

page 12

Contract manger: NRP

6. Community lighting

[m//]

Longfellow will inventory the lighting needs to determine where additional lighting is needed to meet minimum city standards. Based on the results of the survey, Longfellow will provide funding to make lighting improvements where needed. Priority will be given to help residential and business priority areas along Lake Street from the Lake Street bridge to 29th Avenue, along Minnehaha Avenue from 31st Street to the entrance to Minnehaha Park and along 46th Street from Ford Bridge to Minnehaha Avenue. NRP funding will write down the cost to property owners with the remaining cost covered through special assessments. Funds will also be used to inventory lighting needs at Brackett, Longfellow and Hiawatha parks, and install additional lights where needed. Special attention will be given to lighting needs on the northern border of Brackett Park.

Partners: LCC, Longfellow Business Association,
Mpls. Public Works Department, NSP,
local property owners

Resources: *NRP \$\$\$* \$415,000 includes
(\$225,000 for priority areas)
(\$90,000 for parks- \$30,000 each)
Other \$\$\$ Special Assessments

Timeline: 1995
1996 \$ 30,000
1997 \$185,000
1998 \$100,000
1999 \$100,000
2000

Goals and objectives:

<i>Neighborhood Safety</i>	<i>3.e.f</i>	<i>page 12</i>
<i>Community Development</i>	<i>2.a</i>	<i>page 20</i>

Contract manager: Mpls. Public Works Department

7. Supplemental police patrols

Longfellow will use the "police buy-back" system to purchase the services of off-duty Minneapolis police officers for additional patrol duty in Longfellow. The "buy back" patrols will be used to respond to special situations where additional police presence may be needed. Funds could also be used to park empty police cruisers in areas experiencing an increase in traffic and crime. Implementation of this strategy is dependent on the availability of Minneapolis Police officers and their willingness to participate.

Partners: LCC, Mpls. Police Department

Resources: *NRP \$\$\$* \$72,000

Timeline:

1995	
1996	\$24,000
1997	\$24,000
1998	\$24,000
1999	
2000	

Goals and objectives:

Neighborhood Safety

4.b

page 12

Contract manager: Minneapolis Police Department

8. Police-community relations

Longfellow will seek to strengthen police-community relations by working to place a representative from the Longfellow Community Council on the Third Precinct advisory committee. Park police and Third Precinct officers will be invited to participate in community-building events in Longfellow. Neighborhood concerns about such issues as police response time and follow through will be communicated to the Police Department through LCC's representative on the advisory committee. LCC will create a standing committee on crime and safety to work with CCP/SAFE and other units within the Department

Partners: LCC, Mpls. Police Department, Mpls. Park Police

Resources: *NRP* \$\$\$ \$0

Timeline: 1995
1996
1997
1998
1999
2000

Goals and objectives:

Neighborhood Safety *f.a.c.*

page 12

Contract manager: Mpls. Police Department

9. 27th Street rail corridor

The rail corridor along 27th Street has been a source of safety and security problems because it serves as a route into the community for people who have caused property damage and personal injuries. Longfellow will undertake a series of measures to make the rail corridor more secure. These include the construction of a railroad fence at the top of the embankment north of 28th Street from West River Parkway to 29th Avenue provided public property is available, the installation of "no trespassing" signs on the rail right-of-way, and the installation of "unfriendly" plantings (e.g. thorny shrubbery) between Brackett Park and the rail right-of-way. Longfellow will use the "police buy-back" system to purchase the services of off-duty Minneapolis policemen for additional patrol duty in the rail corridor area. Longfellow will also seek to negotiate a jurisdictional understanding about right-of-way security with the Minneapolis Police Department, the Park Police and the CP Rail Corporation. The implementation of this strategy will work in collaboration with the midtown greenway planning effort.

Partners: LCC, Mpls. Police Department, Park Police, CP Corporation.

Resources: *NRP \$\$\$* \$65,850
(\$40,000 rail fence)
(\$15,000 plantings)
(\$ 850 no trespass)
Other \$\$\$ (\$10,000 security)

Timeline: 1995
1996 \$35,850
1997 \$30,000
1998
1999
2000

Goals and objectives:

<i>Neighborhood Safety</i>	3.g	page 12
<i>Neighborhood Safety</i>	4.a	page 12

Contract manager: Minneapolis Park Board

10. Community building

Longfellow will work to promote and market its community as a safe and livable place. LCC will establish a public relations committee to oversee marketing efforts. NRP funds will be available for marketing materials. Longfellow will promote community building through neighborhood celebrations and other community events. NRP administrative funds will be allocated to inform neighborhoods residents about the status of Longfellow NRP and to provide outreach for NRP program activities. Funds in this strategy will not be used to pay for food or entertainment.

Partners: LCC, Longfellow Business Association

Resources: *NRP \$\$\$* \$20,000
(\$10,000 marketing and promotion)
(\$10,000 community events)
Other \$\$\$ \$

Timeline: 1995
1996 \$4,000
1997 \$4,000
1998 \$4,000
1999 \$4,000
2000 \$4,000

Goals and objectives:

Neighborhood Safety

l.d.

page 11

Contract manager: NRP

Neighborhood Safety

Fund Summary

#	Implementation Strategy	Proposed NRP \$\$
1	Block clubs	\$ 151,675
2	Neighborhood patrols	\$ 5,000
3	Information networks	\$ 10,000
4	Personal security	\$ 20,000
5	Home security	\$ 70,000
6	Community lighting	\$ 415,000
7	Supplemental police patrols	\$ 72,000
8	Police-community relations	\$
9	27th Street corridor	\$ 65,850
10	Community building	\$ 20,000
	Total	\$ 829,525

Annual Summary

Year	Proposed NRP \$\$
1995	\$ 0
1996	\$ 178,025
1997	\$ 310,500
1998	\$ 178,500
1999	\$ 133,500
2000	\$ 29,000
Total	\$ 829,525

Environment and Transportation

Implementation Strategies

1. River corridor protection and enhancement

The economic vitality of the Longfellow community is dependent on the Mississippi River corridor. Our community is safer and more stable than neighborhoods to the west because of our proximity to the river. Real estate values increase for homes that are closer to the river and crime decreases. We must make sure that this valuable resource is preserved and enhanced. The viability of our community is at stake.

The Mississippi River bluff and trails from Minnehaha Park to the Railroad bridge are in desperate need of maintenance and restoration. The damage to this fragile ecosystem is irreversible. There are many places where the bluff has eroded so badly that landslides have occurred, leaving behind large stretches of bare soil. The historic Winchell Trail and other trails need restoration. Trail bridges are dangerous to cross due to a lack of repair. Numerous unplanned or "shortcut" trails have been created by walkers and mountain bikers. In several places, broken storm drains and culverts and rusted drums need to be removed.

- **Master plan.***[Early Access]* The Park Board will convene a team of hydrologists, engineers and geologists to examine the bluff and develop a preservation and restoration plan. This initiative has been funded with \$30,000 in NRP early access funds.

Implementation actions will include:

- **Bluff stabilization.** NRP funds will be provided to implement major recommendations from the master plan dealing with bluff stabilization and erosion prevention.
- **Blight and debris removal.** A Longfellow youth employment project will be developed to remove debris from the river bluff
- **Winchell Trail restoration.** Major recommendations from the master plan dealing with the Winchell Trail will be implemented.
- **River access.** Contingent on recommendations from the master plan, a stairway connecting the River parkway with the Winchell trail and the river bank will be constructed between 27th and 29th streets. The only current access to the river is a steep, eroding, informal trail in this area which is difficult to use, particular for older people and small children. The steep and dark character of the existing access trail discourages effective police patrol and creates safety concerns for area residents. The isolated access to the river encourages beer parties and other loud and irresponsible use of the river flats by young people from throughout the metro area. (see appendix for details on stairway construction).

River corridor protection (continued)

Parkway Plantings. Longfellow will establish a demonstration project at a one acre site on the West River Parkway for planting of wild flowers and grasses including native species. The results of this project will be used to guide the Park Board in converting area park areas to native vegetation. It is hoped that a total of \$5,000 in NRP funds will be matched by an equal amount of Park Board funds.

Partners: LCC, Mpls. Park Board, Longfellow United for Youth and Families, Minnesota Wildlife Refuge Center, Minnesota Extension Service, Department of Natural Resources

Resources: ***NRP \$\$\$*** \$311,500 includes
(\$30,000 for master plan through Early Access)
(\$171,500 for river gorge protection)
(\$105,000 Winchell Trail restoration)
(\$ 5,000 Parkway plantings)
Other \$\$\$ \$

Timeline: 1995 \$ 30,000 (early access)
1996 \$151,500
1997 \$130,000
1998
1999
2000

Goals and objectives:

Environment and Transportation 3.a. page 14

Contract manager: Minneapolis Park Board

2. Urban forest

Longfellow will improve and maintain neighborhood forests by providing funds for the purchase, planting and maintenance of street, school-ground and parkway trees. Funds will be used to purchase, plant and maintain 200 native trees for the West River Parkway and 165 native trees for neighborhood schools. The remaining funds will be used to purchase, plant and maintain street trees. The maintenance of the plantings will be for five years and will be included in the contract with the Park Board.

Partners: LCC, Minneapolis Park Board

Resources: *NRP \$\$\$* \$95,000
Other \$\$\$ \$

Timeline: 1995
1996 \$45,000
1997 \$50,000
1998
1999
2000

Goals and objectives:

Environment and Transportation *l.a.* *page 13*

Contract manager: Minneapolis Park Board

3. Park improvements

Brackett Park. Longfellow will help build a new community center at Brackett Park which will provide a safe, welcoming place for people who use the resources of the River and the future 29th Street greenway. The new center will be accessible, energy-efficient and architecturally innovative. The center should create a welcoming atmosphere that draws neighborhood people and provides an interesting attraction at the intersection of the Mississippi River and the new greenway. Longfellow recognizes that the funding provided is for the building only, and any additional renovation of the park will require additional funds from another source.

The center should be designed to provide community meeting space for approximately 150 people, space for community events such as square dancing and youth dances, congregate dining for seniors, a pre-school area, an environmental education programming area and a computer center. A security system should be included.

NRP funds will be provided for a resource center that will have the following components: an environmental education program linked with Sullivan and Dowling schools and other environmental programs, a computer center providing Freenet access to neighborhood residents, and a sports league for boys and girls linked to Brackett and the Sullivan school gym.

[Early Access] Longfellow has already allocated \$25,000 in early access funds to develop plans for the new Brackett Park center.

Longfellow and Hiawatha Parks. Longfellow will provide funds for improvements and equipment at Longfellow and Hiawatha parks. Remodeling is needed at Longfellow so staff can more effectively monitor the play areas. Eligible projects will include a wrestling mat and a new dishwasher at Hiawatha Park. The dishwasher will facilitate community events at Hiawatha. Both parks need security systems

Minnehaha Park/Longfellow House**[Early Access]** Longfellow has already allocated \$112,000 in early access funds to complete restoration of the Longfellow House. NRP funds will be used to match a federal transportation grant obtained by the Minneapolis Park Board.

Partners: LCC, Brackett Boosters, Mpls. Park Board

Resources: ***NRP \$\$\$*** \$802,500 total includes includes
Brackett Park - \$657,000
(\$25,000 for design and schematic-early access)
(\$595,000 center development)
(\$35,000 for resource center)
(\$ 2,000 security system)
Longfellow and Hiawatha Parks - \$33,500
(\$4,000 for security systems)
(\$4,500 for Hiawatha projects)
Minneabaha Park/Longfellow House- \$112,000
(early access)
Other \$\$\$ \$165,000 match for resource center

Timeline: 1995 \$ 25,000 (early access- design and schematic-Brackett)
\$112,000(early access- Longfellow House)
1996 \$365,500
1997 \$300,000
1998
1999
2000

Goals and objectives:

Environment and Transporation 2.b. page 14

Contract manager: Minneapolis Park Board

4. Community gardens

[m//]*

Longfellow will work to create an enhanced sense of community by encouraging the improvement and creation of community gardens. Community gardens, which provide a shared gardening space, provide a way for homeowners and renters to become more invested in the community. The Minnehaha corridor will receive priority for this activity, because there are a large number of renters in the corridor that lack access to community garden space. Funds would be available only to groups that submit a complete gardening plan, detailing means of acquisition of the gardening plot, projected improvements, expected utilization levels, long-term maintenance plans, fiscal responsibility and techniques for outreach and access. Funds will be provided for development of existing or new gardening plots, equipment rental, water and toilets access, compost bins or other equipment to enhance the community gardens.

NRP funding may be provided for improvements to property currently owned by the Minneapolis Board of Education. Funding, routed through the Minneapolis Board of Education, will also be provided for educational activities related to community gardening

Partners: LCC, Sustainable Resource Center

Resources: *NRP \$\$\$* \$22,000
Other \$\$\$ \$

Timeline: 1995
1996 \$11,000
1997 \$11,000
1998
1999
2000

Goals and objectives:

Environment and Transportation 4.a page 14

Contract manager: Minneapolis Board of Education

* indicates Minnehaha corridor initiative

5. Minnehaha Avenue improvements

[m//]

The Minneapolis Department of Public Works intends to rebuild Minnehaha Avenue between 1997 and 1999. Longfellow will work with the Public Works Department in the development of alternatives and identification of a preferred alternative to include the following provisions in reconstruction master plan:

- **Parking nodes.** At sites such as 27th and Lake, 40th and Minnehaha and 35th and Minnehaha, parking areas will be created using side streets and striped areas. Where appropriate, streets along the Minnehaha triangles will be made one way going northbound, with southbound traffic prohibited. Where streets that have been converted to one-way, parking stalls will be restriped to allow angled parking. Angled parking will double the number of parking spaces available at key commercial nodes.
- **Minnehaha traffic lane reduction.** Minnehaha currently supports two lanes of traffic in each direction plus parking along the curb. Because the street is not wide enough to support two full lanes of traffic, cars in the right lane often veer into the left lane to avoid parked cars. The narrow width of the street also inhibits bicycling. By reducing the lanes from two to one in each direction, left turn lanes could be installed at key intersections.
- **Bicycles lanes.** The reduction of traffic lanes on Minnehaha would permit the Public Works department to install striped bicycle lanes on Minnehaha between the 29th Street greenway and Minnehaha Park. In-line skating and other pedestrian uses would be prohibited on the bike lanes. The bicycle lanes will extend far enough from the curb to allow cars to park along Minnehaha. This strategy will be integrated with the City Bicycle Planning efforts.

Partners: LCC, Longfellow Business Assn. Mpls. Public Works,
City Bicycle Advisory Committee.

Resources: *NRP \$\$\$* \$25,000
Other \$\$\$ City capital improvement funds

Timeline: 1995
1996
1997 \$12,500
1998 \$12,500
1999
2000

Goals and Objectives

Community Development 7.a.b. page 22

Environment and Transportation 6.a. page 21

Contract manager: Minneapolis Public Works Department

6. Bicycling initiatives

The automobile, the predominant means of travel in the neighborhood, poses many risks and problems that lower our quality of life. If we are to reclaim our streets as safe places and reduce noise and air pollution, we must seek out and promote alternatives to the automobile.

Longfellow will seek to encourage the use of bicycling for recreation and as a form of commuter transportation. It will fund the placement of bike lockers and bike racks in the community. A committee of interested residents will be formed to develop a series of bicycle paths in the neighborhood which will connect with the proposed Midtown Greenway and other bicycle paths outside the neighborhood. Longfellow will contribute to the Greenway which will connect the Calhoun-Isles area with the Mississippi River Parkway through the 29th Street rail corridor. Longfellow will work with the city, county, the CP Railway and other interested parties to develop the segment of the Greenway between 29th Avenue and Brackett Park. Longfellow will also work with the Midtown Greenway Coalition for a strategy to span Hiawatha Avenue and the adjacent rail yard. The Greenway segment in Longfellow will be developed to connect with the proposed bike lanes on Minnehaha Avenue and will be integrated with the City Bicycle Planning effort.

Partners: LCC, Mpls. Park Board, Hennepin County,
Midtown Greenway Coalition, City Bicycle Advisory Committee.

Resources: *NRP \$\$\$* \$142,000 includes
(\$105,000 Greenway development)
(\$20,000 Greenway master plan)
(\$8,000 feeder routes)
(\$5,000 bike lockers, racks)
(\$2,000 Ford Bridge route)
(\$2,000 bike safety)
Other \$\$\$ \$

Timeline: 1995
1996 \$27,000
1997 \$80,000
1998 \$27,000
1999 \$ 4,000
2000 \$ 4,000

Goals and objectives:

Environment and Transportation 6.a. page 15

Contract manager: Mpls. Park Board/Mpls. Public Works/Hennepin County

7. Traffic calming

In an effort to slow traffic and reduce speeding on the West River Parkway, Longfellow will work with the Minneapolis Park Board to install several green nodes that will project from the Parkway's west curb. Longfellow will develop a plan to reduce automobile use and promote alternative transportation uses in the community in conjunction with Public Works.

Partners: LCC, Minneapolis Park Board, Public Works.

Resources: *NRP* \$\$\$ \$9,500
(\$4,500 Parkway traffic calming)
(\$5,000 transportation study)
Other \$\$\$ \$

Timeline: 1995
1996 \$9,500
1997
1998
1999
2000

Goals and objectives:

Environment and Transportation

7.a

page 15

Contract manager: Minneapolis Park Board

Environment and Transportation

Fund Summary

#	Implementation strategy	Early Access NRP \$\$	Proposed NRP \$\$	Total \$\$
1	River corridor	\$ 30,000	\$ 281,500	\$ 311,500
2	Urban forest		\$ 95,000	\$ 95,000
3	Park improvements	\$ 137,000	\$ 665,500	\$ 802,500
4	Community gardens		\$ 22,000	\$ 22,000
5	Minnehaha Avenue		\$ 25,000	\$ 25,000
6	Bicycling		\$ 142,000	\$ 142,000
7	Traffic calming		\$ 9,500	\$ 9,500
	Total	\$ 167,000	\$1,240,500	\$1,407,500

Annual Summary

Year	Proposed NRP \$\$
1995	\$ 167,000
1996	\$ 609,500
1997	\$ 583,500
1998	\$ 39,500
1999	\$ 4,000
2000	\$ 4,000
Total	\$1,407,500

Housing

Implementation Strategies

1. Longfellow Housing Office

[m//]*

The Longfellow Housing Office will have the following responsibilities:

- Work with LCC and its NRP Housing Action Group to implement housing programs including down payment assistance, major remodeling, fix and paint, basic home improvements, and designated property improvement.
- Implement other NRP housing goals including but not limited to providing do-it-yourself and environmentally safe remodeling information.
- Assist residents in accessing other loan and grant programs including those operated by private lenders and the MCDA.
- Obtain funding commitments from private lenders for the down payment assistance program.
- Provide outreach to members of the Longfellow community, with a special emphasis on the Minnehaha corridor and the northwest quadrant of the Longfellow neighborhood, for down payment assistance and other Longfellow housing programs.
- Work with city and state agencies to address housing issues in the Longfellow community.
- Develop grant proposals to help fund the Longfellow housing office and other Longfellow housing programs.
- Administer a 50% matching grant program to fund the development and preparation of standard, replicable home remodeling plans that can be used by Longfellow home owners who want to undertake major remodeling. The plans will be developed for the 1 1/2 story bungalows that are the prevalent housing type in Longfellow. A total of \$10,000 will be allocated for the development of the plans.

*indicates Minnehaha corridor initiative

Partners: LCC, MCDA, Minneapolis Housing Inspections,
Minneapolis City Planning, Greater Longfellow
Ministerial Alliance, area banks, Minneapolis Health
Department, CCP/SAFE, the Bungalow Club,
Longfellow area property owners, non-profit lenders

Resources: ***NRP \$\$\$*** \$161, 675
Other \$\$\$

Timeline: 1995
1996 \$40,000 (includes \$10,000 for remodeling project)
1997 \$31,250
1998 \$32,800
1999 \$30,500
2000 \$27,125

Goals and objectives

<i>Housing</i>	<i>1</i>	<i>page 16</i>
	<i>2</i>	<i>page 17</i>
	<i>3</i>	<i>page 17</i>
	<i>4</i>	<i>page 17</i>
	<i>5</i>	<i>page 18</i>

Contract manager: MCDA

2. Designated property improvement

This program will deal with properties designated by LCC for remedial action. Designated properties will include:

- Vacant, boarded, or condemned property;
- Properties which are managed by a non-reactive owner and whose physical appearance and/or tenant behavior is affecting the quality of life of neighbors in a serious and documented manner;
- Other problems which are identified by a block club or group of tenants

Once a property has been identified, and has been listed as a priority by both the Housing Committee and the LCC Council of Representatives, the LCC Housing Office will work with the appropriate city agencies (Inspections, MCDA, etc.) to determine what action should be taken and how the action should be funded.

LCC shall develop objective standards to be used in determining when properties can be acquired for demolition and redevelopment. It is not the intent of the program to eliminate small well-maintained homes in the community, including alley houses. This program is not meant to be used by residents as a tool for harassing their neighbors, but rather to provide constructive solutions to neighborhood issues.

Longfellow will seek to provide homeownership opportunities for low and moderate income families who wish to purchase new homes on redeveloped sites.

Funds can be used for:

- Demolition of the property when it has been deemed necessary by city and reviewed and accepted by the Housing Committee and LCC;
- Subsidy if needed from any available sources including this program to facilitate rehab of the property or redevelopment of the site.
- Purchase of the property (through MCDA) with intent to sell to an owner-occupant for new construction or rehabilitation

Funds for demolition on a per property basis will be determined during implementation and matching funds will be sought from the City of Minneapolis. Longfellow will work with MCDA and the City to obtain reimbursement for demolition costs from the previous owner of the property under the process now in place for the Section 249 process. Any funds that are recovered will be recycled back into the program. Proceeds from the sale of designated properties will also be recycled back into the program.

Partners: LCC, MCDA, Minneapolis Housing Inspections,
Minnesota Multi-Housing Assn. area property owners

Resources: *NRP \$\$\$* \$375,000
Other \$\$\$ \$150,000 Minneapolis Housing Inspections
for demolition purposes

Timeline: 1995
1996 \$125,000
1997 \$125,000
1998 \$125,000
1999
2000

Goals and objectives *Housing 1a., i.e.* *page 16*

Contract manager: MCDA

3. Fix and paint

[m//]

The Fix and Paint Program will provide matching grants for exterior improvements for owner-occupied and rental housing in Longfellow. The Program will be administered by LCC through its Housing Office. Property owners will be expected to match each dollar of NRP funds with two dollars of their own funds.

Maximum NRP grants will be \$1,000 per applicant and each applicant may only receive one award. Based on anticipated demand, funds will be allocated through a lottery. Up to \$50,000 in Fix and Paint funds will be reserved for property owners in the Minnehaha corridor. Up to \$100,000 will be reserved for people who apply with two or more residents of their block. The housing appendix on page 85 provides additional information. Additional processes and procedures for the Fix and Paint program will be developed during the implementation phase of Longfellow NRP.

Partners: LCC, MCDA

Resources: *NRP \$\$\$* \$325,000
Other \$\$\$ \$650,000 (private match)

Timeline: 1995
1996 \$325,000
1997
1998
1999
2000

Goals and Objectives:

Housing: 1.e. page 16
2.a. page 17

Contract manager: MCDA

4. Basic home improvements

The Basic Home Improvements program is intended to help low income Longfellow homeowners make necessary home repairs and home improvements, including energy efficiency improvements, based on the model developed for LCC's early access program. Under the home improvement program, families with incomes at or below 60% of Twin Cities area median will be eligible for deferred loans of up to \$10,000 to repair roofs, foundations and other measures described in the housing appendix on page 86. The income standard varies with family size. A family of one with an annual income of up to \$21,420 qualifies under the 60% of median standard. A family of four with an annual income of up to \$30,600 qualifies under the standard. The deferred loans will be repaid at the time the property is sold, the title is transferred or the property is converted to rental housing. Based on demand, funds will be distributed by a lottery to conducted by LCC and its Housing Office.

[Early Access] Longfellow has already approved a basic improvement loan and grant program funded through the early access process. The \$1 million program provides loan and grants to Longfellow homeowners with incomes up to 125% of median income. The program also provides down payment grants to renters with incomes up to 80% of median that purchase homes in Longfellow. A total of 151 Longfellow residents have received commitments for home improvement loans and grants, and 30 renters have received commitments for downpayment grants when they purchase a home in Longfellow. The early access program is administered for LCC by Southside Neighborhood Housing Services.

Partners: LCC, MCDA, Southside Neighborhood Housing Services, NSP, Minnegasco, neighborhood banks

Resources: *NRP \$\$\$* \$1,420,000

Timeline:

1995	\$1,000,000 (early access)
1996	\$ 420,000
1997	
1998	
1999	
2000	

Goals and Objectives: 1.b. page 16
Contract manager: MCDA

5. Major remodeling

The major remodeling program will provide low interest loans to Longfellow homeowners who wish to remodel, repair, and/or expand their homes. The program is intended to assist families that have the ability to repay a loan but may not have enough equity in their homes to qualify for a conventional home improvement loan. No income limits will be established for the program. Loans will be available for homes with a current tax value of up to \$125,000.

The program will operate in partnership with local lenders. LCC will seek lending partners to participate in the program, based on specifications to be developed by LCC during the NRP implementation process. LCC will fund no more than one-half the amount of each loan, up to a maximum of \$10,000 in NRP funds, on a no-interest basis. The lender will match or exceed that amount of funds provided by LCC for each loan. The lender will fund its share of the loan at its current market rate. This arrangement will give the borrower an interest rate that is generally one half the rate normally charged by the bank. If the bank charges 10% on its \$10,000, the borrower will pay at a rate of 5% on a full \$20,000 loan. The lender will originate and service the loans and will collect LCC's share of each loan and remit the repayments to MCDA for use in Longfellow on a revolving loan basis.

(See housing appendix on page 87 for further details)

Partners: LCC, MCDA, participating banks

Resources: *NRP \$\$\$* \$1,865,000
Other \$\$\$ \$1,865,000(private match)

Timeline: 1995
1996 \$865,000
1997 \$500,000
1998 \$500,000
1999 recapture
2000 recapture

Goals and Objectives: Housing I.c.e. page 16

Contract manager: MCDA

6. Rental rehabilitation

The rental rehabilitation program will provide loans of up to \$10,000 to absentee owners of rental housing and owner-occupants of buildings with more than four units to make basic repairs and improvements. The program will be funded under the same bank partnership system developed for the major remodeling program. Under the rental program, LCC will fund up to \$5,000 of each loan on a zero interest basis. The participating lender will fund the remaining share of the loan at the lender's current interest rate. Landlords who participate in the program must agree to implement a tenant screening process.

(See housing appendix on page 88 for more information)

Partners: LCC, MCDA, Minnesota Multi-Housing Assn.
area property owners, participating banks

Resources: *NRP \$\$\$* \$185,000
Other \$\$\$ \$185,000(private match)

Timeline: 1995
1996 \$100,000
1997 \$45,000
1998 \$40,000
1999 recapture
2000 recapture

Goals and Objectives: Housing 1.e.g., page 16
2.a., 2.b., 2.e page 17

Contract manager: MCDA

7. Down payment assistance

[m//]

The lack of funds for down payments and closing costs continues to be a major barrier for renters who wish to become homeowners. Currently, many banks and government agencies provide down payment assistance for prospective home buyers. As part of its NRP plan, LCC's Housing Office will inform renters about and refer renters to these private and public programs.

Prior to the start of its other housing programs, LCC will obtain down payment funding commitments from local banks and other organizations that provide this assistance. If LCC determines that these programs cannot provide funding commitments totaling \$150,000 a year over a three year period, LCC will make pro-rata reductions in its other NRP housing program to fill the gap up to \$150,000 per year.

This program will be targeted at households with incomes up to 80% of the metro wide median household income. NRP administrative funds will be used to provide outreach to prospective home buyers. The Minnehaha corridor and the northwest quadrant of the Longfellow neighborhood will receive special emphasis in this outreach effort.

Partners: LCC, MCDA, local banks

Resources: *Other \$\$\$* \$450,000

Timeline:

- 1995
- 1996
- 1997
- 1998
- 1999
- 2000

Goals and Objectives:

<i>Housing:</i>	2.b.	page 17
	4.a.	page 17

Contract manager: MCDA

Housing
Fund Summary

#	Implementation strategy	Early Access NRP \$\$	Proposed NRP \$\$	Total \$\$
1	Housing office		\$ 161,675	\$ 161,675
2	Designated properties		\$ 375,000	\$ 375,000
3	Fix and paint		\$ 325,000	\$ 325,000
4	Basic improvements	\$1,000,000	\$ 420,000	\$1,420,000
5	Major remodeling		\$1,865,000	\$1,865,000
6	Rental rehab		\$ 185,000	\$ 185,000
7	Downpayment			
	Total	\$1,000,000	\$3,331,675	\$4,331,675

Annual Summary

Year	Proposed NRP \$\$
1995	\$1,000,000
1996	\$1,875,000
1997	\$ 701,250
1998	\$ 697,800
1999	\$ 30,500
2000	\$ 27,125
Total	\$4,331,675

Community Development

Implementation Strategies

1. Corridor/community development

[m//]*

Corridor studies. Longfellow will commission studies of the Minnehaha, Lake Street, and Hiawatha-Snelling corridors. The studies will be used to construct a general profile of the existing businesses, unused or under used commercial and industrial space. The Minnehaha corridor study shall include a physical design component that will be developed in consultation with members of the Housing Action group. The studies will be used to create a strategic plan that can identify community development opportunities.

Economic opportunity fund. After the corridor studies have identified economic development opportunities, an economic opportunity fund will be used to implement the strategies developed through the studies and other projects reviewed and approved by the Longfellow Community Council. Funds may be used to provide grants, gap financing, interest write down or other methods of financing for rehabilitation and renovation of commercial and industrial properties. Longfellow may authorize the use of funds for property acquisition if a blight finding is made pursuant to state law. Priority will be given to proposals developed through the corridor studies and through the Commercial Area Revitalization Plan for the 27th and Lake area, developed for the Longfellow Business Association.

Partners: LCC, Longfellow Business Association, MCDA, Seward Redesign,
Mpls. Planning Department, Minneapolis Department of Public Works, Lake Street Project Team

Resources: *NRP* \$\$\$ \$605,000
(up to \$90,000 available for corridor studies)
Other \$\$\$ \$

Timeline: 1995
1996 \$205,000
1997 \$200,000
1998 \$200,000
1999
2000

Goals and objectives:

<i>Community Development</i>	2.a.	page 20
	3.b.	page 20
	4.a-e.	page 21

Contract manager: MCDA

* indicates Minnehaha corridor initiative

2. Local marketplace

In cooperation with existing businesses that operate marketplaces, Longfellow will work with area businesses to establish an outdoor marketplace for residents to buy and sell local produce and wares of all types. The market will be held on Saturday mornings and on weekday evenings. It will incorporate a community-supported agricultural project that provides jobs for local youth.

Longfellow will assist businesses to find suitable market sites, solicit local residents and vendors, advertise markets, coordinate with agricultural/gardening projects and establish a residents committee to determine market rules, regulations and guidelines.

Partners: LCC, Longfellow Business Association

Resources: ***NRP \$\$\$*** \$20,000 (administration)
Other \$\$\$

Timeline: 1995
1996 \$10,000
1997 \$10,000
1998
1999
2000

Goals and objectives:

Community Development *l.d.* *page 19*

Contract manager: MCDA

3. Job resource center

[m//]

Longfellow will facilitate job resource services for the Longfellow community. The resources would include, but not be limited to, finding Longfellow residents living wage jobs either within or without of the Longfellow community, providing job search tools and resources, network development, local and regional job listings, career assessment and vocational counseling. Additional employer-related services could be provided including personnel policy development, Americans with Disabilities Act (ADA) issues, dealing with diversity and handling difficult employees. The job center will place about 11 people per month in jobs, resulting in 130-135 placements per year. The center will target its outreach at the Minnehaha corridor. The Center will encourage businesses to locate in Longfellow, particularly those that provide living wage jobs.

During an initial trial period to be determined during the implementation process, resource facilitation will operate on an information and referral basis. Longfellow will use its outreach resources to help Longfellow businesses and residents access existing community-based employment programs that can provide the services described above. At the end of the trial period, Longfellow will determine whether it should continue to provide employment services on an information and referral basis or whether it should allocate NRP funds to establish an on-site facility to be staffed by a community-based employment service agency. During the trial period, Longfellow will also explore the option of funding employment services on a performance basis. Under this arrangement, NRP funds would be allocated to an employment service agency only when Longfellow residents were placed in jobs. Services will be provided by and for LCC on a staff or contract basis, to be determined during the implementation process.

Partners: LCC, LBA, Pillsbury Neighborhood Services

Resources: *NRP \$\$\$* \$240,000 over five years
Other \$\$\$ \$260,000 private match

Timeline:

1995	
1996	\$35,600
1997	\$65,600
1998	\$55,800
1999	\$45,000
2000	\$38,000

Goals and objectives:

Community Development 3.d. page 20

Contract manager: Mpls. Employment and Training Program/ Hennepin County

4. Business resource center

The center will provide a business ombudsman service for area businesses. The center staff will serve as a liaison with the Longfellow Business Association and with business service and regulatory agencies on the local, county, state and federal level. The center's staff will work closely with the MCDA Business Link office, which provides an entry point for local businesses seeking city services. The center will provide a repository of information on programs and services for businesses including:

- A shared space service to match businesses needing smaller spaces and services;
- Access to low interest loans and other financing opportunities;
- A business referral service which can help local businesses obtain the goods and services they need from other Longfellow area businesses.

The resource center will operate an NRP-funded graffiti removal program. It may also house the job resource center and the business recycling program. Its primary location will be in the Longfellow Business Association office with satellite offices in other Longfellow locations. Services will be provided by and for LCC on a staff or contract basis, to be determined during the implementation process.

Partners: LCC, Longfellow Business Association, MCDA, and Minneapolis departments of inspections, zoning, licensing and public works if available

Resources: *NRP \$\$\$* \$256,675 (administration)
(includes \$5,000 for graffiti removal)

Timeline:

1995	
1996	\$56,675
1997	\$50,000
1998	\$50,000
1999	\$50,000
2000	\$50,000

Goals and objectives:

Community Development

2.a-g.	page 20
3.a-e.	page 20
4.a-d.	page 21

Contract manager: MCDA

5. Storefront revitalization

Longfellow will create a storefront revitalization program modeled after the Lake Street Council's Fix and Paint program. Matching grants will be provided for interior and exterior improvements in commercially zoned properties in Longfellow. Commercial tenants and landlords will be eligible to participate in the program. Maximum grants will be \$2,000. Grants will equal 30% of eligible costs for highly visible permanent exterior improvements, 20% of eligible costs for lower visibility improvements and 15% of eligible costs for permanent interior improvements. The program is intended to serve Longfellow area businesses that are not eligible to participate in the Lake Street Council storefront revitalization program because these businesses are outside the Council's service area. Major businesses including Target, Rainbow, Cub and First Bank are not eligible for the program. Non-locally owned franchise businesses are also ineligible. Funds will not be used for maintenance or non-rehabilitative cosmetic improvements.

Partners: LCC, Longfellow Business Association

Resources: *NRP \$\$\$* \$50,000
Other \$\$\$ \$50,000 (MCDA)

Timeline: 1995
1996 \$50,000
1997
1998
1999
2000

Goals and objectives:

Community Development 2.a page 20

Contract manager: MCDA

6. Longfellow historical trail

Longfellow will locate sites of historical interest in the Longfellow community and identify them with historical markers. The Trail will be used to educate visitors and residents about Longfellow history. The Trail could be marked with special striping on roads and sidewalks, similar to the Patriot Trail in Boston. Businesses will be encouraged to provide sponsorship of the trail by contributing to set-up and maintenance costs. The Trail will be funded on a 50% matching basis, with private funds matching the Longfellow NRP contribution

Partners: LCC, Longfellow Business Association

Resources: ***NRP \$\$\$*** \$5,000
Other \$\$\$ \$5,000 private match

Timeline: 1995
1996 \$5,000
1997
1998
1999
2000

Goals and objectives:

Community Development *l.c.* *page 19*

Contract manager: Minneapolis Planning Department

7. Business recycling

Longfellow will help area businesses develop a business recycling program similar to the residential recycling program operated by the City of Minneapolis. Sites will be identified where businesses can drop off recyclable materials and purchase recycling containers.

Partners:	LCC, Longfellow Business Association, Minneapolis Department of Public Works
Resources:	<i>NRP \$\$\$</i> \$25,000 (administration) <i>Other \$\$\$</i> \$12,500 private match
Timeline:	1995 1996 \$12,500 1997 \$12,500 1998 1999 2000

Goals and objectives:

<i>Community Development</i>	5.b.	page 21
	4.a.	page 21

Contract manager: Minneapolis Sanitation Department

Community Development

Fund Summary

#	Implementation strategy	Proposed NRP \$\$
1	Corridor development	\$ 605,000
2	Local marketplace*	
3	Job center	\$ 240,000
4	Business center*	
5	Storefront revitalization	\$ 50,000
6	Historical trail	\$ 5,000
7	Recycling*	
	Total	\$ 900,000

Annual Summary

Year	Proposed NRP \$\$
1995	\$ 0
1996	\$ 295,603
1997	\$ 265,600
1998	\$ 255,800
1999	\$ 45,000
2000	\$ 38,000
Total	\$ 900,000

* see administration section page 80

Youth and Families

Implementation Strategies

1. Youth employment, mentoring and tutoring

Longfellow intends to solidify and strengthen the LCC-sponsored Youth Employment Service (YES). The program has been very successful but has required a substantial amount of volunteer time from LCC volunteers, who were approaching "burn out." In order to broaden its volunteer base and increase involvement from other community institutions, an ad hoc group, including LCC Youth Committee members, decided to create a separate organization that could focus on empowering youth and strengthening families. This organization, established in 1995, is known as Longfellow United for Youth and Families (LUYF). LUYF will serve as a partner in several Longfellow NRP activities including this youth employment and mentoring initiative.

Longfellow will extend the existing YES program under the umbrella of LUYF and will add a mentoring component to link young people with area businesses and/or area residents' employers. The mentoring component is intended to provide youth with an inside view of the world of work so they can better understand the connection between education, life styles and careers.

The employment and mentoring initiative has the following goals:

- **Year 1.** 30 youth participants, 10 mentors, 5 business sites
- **Year 2.** 45 youth participants, 20 mentors, 10 business sites.
- **Year 3.** 60 youth participants, 30 mentors, continue building program base

Longfellow will contract with LUYF to provide a tutoring/recreation/social development program similar to Loring Nicollet Bethlehem's "Homework and Hoops." Volunteer tutors will meet weekly with youth participants.

The tutoring initiative has the following goals:

- **Year 1.** 20 youth, 10 tutors, 1 site, 1 corporate sponsor
- **Year 2.** 30 youth, 15 tutors, at least 2 sites, 2 corporate sponsors
- **Year 3.** 40 youth, 25 tutors

As part of its youth employment initiative, Longfellow will help area young people learn lifelong skills by working on construction projects at pocket parks and other sites identified by the community through an initiative known as "Hammers and Hearts." Area young people will also participate in housing rehabilitation and construction under the supervision of building contractors. NRP funds will be used for staff time, materials and the purchase of capital equipment

This activity will be structured as a social service with funding routed through the Hennepin County Board of Commissioners to a service provider designated by LCC. and the contract manager.

Partners: LCC, LUYF, Longfellow Bus. Assoc. Handywork,
Greater Longfellow Ministerial Alliance,
Minnesota Interfaith Housing Coalition, Minneapolis Park Board

Resources: ***NRP \$\$\$*** \$230,000 (includes \$105,000 for Hammers/Hearts):
Other \$\$\$ \$248,000

Timeline: 1995
1996 \$85,000
1997 \$85,000
1998 \$30,000
1999 \$30,000
2000

Goals and objectives:

Youth and Families

2.a-f.

page 23

Contract manager: Hennepin County

2. Entrepreneurial education

Longfellow will work with the Minneapolis Kids Project to extend an entrepreneurial educational program for "at risk" young people. LUYF will serve as the local partner for Minneapolis Kids. The program will continue to provide an entrepreneurial experience for young people between the ages of 10 and 13. Under adult supervision, participating young people will manage candy vending machines as a business. They will undertake typical business functions such as marketing, pricing, accounting, etc. LUYF member organizations will provide space and other assistance. The program has the following goals:

- Year 1. 10 participants, 8 sites
- Year 2. 15 participants, 10 sites
- Year 3. 30 participants, 15 sites

This activity will be structured as an educational service with funds routed through the Minneapolis Board of Education to a service provider designated by LCC and the contract manager.

Partners: LCC, LUYF, Minneapolis Kids, Minneapolis Park Board

Resource: *NRP* \$\$\$ \$25,000
Other \$\$\$ \$20,000

Timeline: 1995
1996 \$10,000
1997 \$10,000
1998 \$ 5,000
1999
2000

Goals and objectives:

Youth and families 2.c. page 23

Contract manager: Minneapolis Board of Education -Community Education

3. Youth leadership

Longfellow will contract with LUYF to provide support for a Longfellow Youth Council that can implement a program of youth-originated, youth supported community service projects that include initiatives to promote youth safety. The program has the following goals:

- Year 1. Recruit youth leaders to operate the program
 - Year 2. Facilitate youth leadership and build the program
 - Year 3. Operate program with a core leadership group of at least 20 youth
- The program will seek to include the youth representatives on LCC's Council of Representatives

This activity will be structured as a social service with funds routed through the Hennepin County Board of Commissioners to a service provider designated by LCC and the contract manager.

Partners: LCC, LUYF, Mpls. Park Board,
Mpls. Youth Coordinating Board,
CCP/SAFE, Longfellow Ministerial Alliance, YMAP

Resources: ***NRP \$\$\$*** \$19,000
(includes \$6,000 for youth safety)
Other \$\$\$ \$

Timeline: 1995
1996 \$12,000
1997 \$ 4,000
1998 \$ 3,000
1999
2000

Goals and objectives:

Youth and Families

2.c.f.

page 23

Contract manager: Hennepin County/ Mpls. Park Board

4. Community-building events

Longfellow will contract with LUYF to plan and coordinate events such as youth talent shows, multi-generational plays, and mural and video projects. The goal is to hold two events the first year, three events the second year and four events the third year.

Longfellow will also sponsor several school/community events with the Sanford community education program.

NRP funds will be used to cover the cost of the educational component of community events with funds routed through the Minneapolis Board of Education.

Partners: LCC, LUYF, Sanford Community Education

Resources: ***NRP \$\$\$*** \$13,500 (includes \$4,500 for Sanford events)
Other \$\$\$ \$

Timeline:

1995	
1996	\$3,500
1997	\$4,500
1998	\$5,500
1999	
2000	

Goals and objectives: l.b.c.e page 23

Contract manager: Minneapolis Board of Education - Community Education

5. Minnehaha corridor youth recreation

[m//]

Longfellow will seek to establish a play area/and or recreation program targeted at youth who live along the Minnehaha corridor. This project could be implemented at a community garden or a pocket park. The project could also be implemented at a church facility or apartment building if these facilities are open to the public.

This initiative is intended to respond to concerns raised by corridor residents who have indicated to LCC that their neighborhood needs more recreational and after-school opportunities.

This activity will be structured as a social service with funds routed through the Hennepin County Board of Commissioners to a service provider designated by LCC and the contract manager

Partners: LCC, LUYF, Mpls Park Board, YWCA,

Resources: ***NRP \$\$\$*** \$120,000

Other \$\$\$ \$

Timeline: 1995

1996 \$60,000

1997 \$30,000

1998 \$30,000

1999

2000

Goals and objectives:

Youth and Families

3.d

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Environment and Transportation

4.a

page 14

Contract manager: Hennepin County

6. East Minneapolis YWCA

The proposed East Minneapolis YWCA provides a unique opportunity for Longfellow to leverage its funds to provide a major new community resource. Within the constraints of state legislation governing the allocation of NRP funds, Longfellow will assist the YWCA in the development of a new facility. If the Minneapolis Board of Education and the YWCA collaborate in the development of a new joint facility at the Anne Sullivan school site, Longfellow NRP funds can be used for reconstruction of the public school portion of the joint facility. Longfellow NRP funds can also be used for special outreach programs to Longfellow area youth and for other programs which are unique to the Longfellow neighborhoods and are not available to the general public.

Residents will be able to participate in the YWCA through paid membership, through its specialized programs such as its day care center, and through free and subsidized programs and community-sponsored events. LCC will work with the YW to help insure that Longfellow residents have access to free programs. LCC will also explore ways to take advantage of programs such as "Longfellow night at the pool." Longfellow encourages the YWCA to provide out-reach services to at-risk young people in the Longfellow community.

Partners: LCC, Minneapolis YWCA

Resources: *NRP \$\$\$* \$500,000
Other \$\$\$ \$11 million to be raised by YWCA

Timeline: 1995
1996 \$500,000
1997
1998
1999
2000

Goals and objectives:

Youth and Families

l.d.

page 23

Contract manager: Minneapolis Youth Coordinating Board

7. School/community partnerships

Longfellow seeks to foster stronger connections between schools and their surrounding neighbors. The Cooper Community Corner pilot project demonstrates how school/community collaboratives can energize a school community and the neighborhood in which it is located. The Community Corner proposal will provide a playground at Cooper School. Equipment at the playground will become the property of the Minneapolis Board of Education.

The Cooper Community Corner will be developed as a pilot project under this initiative. The remaining NRP funds will be allocated on a competitive basis to schools, including but not limited to Dowling, Howe, Longfellow, Hiawatha, Anne Sullivan and community groups that develop joint projects. Projects will be evaluated based on the level of school and community support. Longfellow NRP funds will be matched by NRP funds allocated directly to the Minneapolis Board of Education.

School/community partnership projects, funded by NRP, will be administered and implemented by the Minneapolis Board of Education. NRP funds can not be used to replace traditional funding for on-going school activities and projects for which annual governmental support is provided.

Partners: LCC, Cooper PTO, Neighborhood Area Elementary School Parent Groups, Minneapolis Board of Education.

Resources: ***NRP \$\$\$*** \$150,000
(includes \$30,000 reserved for Cooper Corner)
Other \$\$\$ \$175,000
(includes \$150,000 in Mpls Bd of Ed NRP)

Timeline: 1995
1996 \$75,000
1997 \$75,000
1998
1999
2000

Goals and objectives:

Youth and families

4.a-c.

page 3

Contract manager: Minneapolis Board of Education

Youth and Families

Fund Summary

#	Implementation strategy	Proposed NRP \$\$\$\$\$
1	Youth Employment	\$ 230,000
2	Entrepreneurial Education	\$ 25,000
3	Youth Leadership	\$ 19,000
4	Community Building	\$ 13,500
5	Minnehaha Corridor Youth	\$ 120,000
6	East Minneapolis YWCA	\$ 500,000
7	School/Community Partnerships	\$ 150,000
	Total	\$1,057,500

Annual Summary

Year	Proposed NRP \$\$\$
1995	\$ 0
1996	\$ 745,500
1997	\$ 208,500
1998	\$ 73,500
1999	\$ 30,000
2000	\$ 0
Total	\$1,057,500

NRP Administration

Longfellow intends to allocate \$475,000 in NRP funds for action plan administration over the five year life of the program. Administrative funds will be used to hire an NRP manager, a community organizer and a half-time administrative assistant. Funds will also be used to lease and rehabilitate an office. Longfellow Community Council intends to provide a \$45,500 match for NRP administrative funds. Staffing costs for NRP activities are also included in the budgets for the Housing, Crime and Safety and Community Development Development action groups.

	1996	1997	1998	1999	2000	Total
Staff						
Executive Director	\$39,000	\$41,000	\$43,000	\$43,000	\$40,000	\$206,000
Organizer	\$30,000	\$31,250	\$32,800	\$30,500	\$27,125	\$151,675
Admin. Asst. 1/2 time	\$ 5,700	\$ 6,000	\$ 6,300	\$ 6,000	\$ 5,000	\$ 29,000
Business Service	\$79,175	\$72,500	\$50,000	\$50,000	\$50,000	\$301,675
General Administrative						
Lease/Rehab Office	\$55,000					\$ 55,000
Equipment/Supplies	\$ 6,660	\$ 6,660	\$ 6,660	\$ 6,660	\$ 6,660	\$ 33,300
Total	\$215,535	\$157,410	\$138,760	\$136,160	\$128,785	\$776,650

NRP Annual Fund Summary Program Totals

Strategy	1995	1996	1997	1998	1999	2000	Total
Safety	\$ 0	\$ 178,025	\$310,500	\$178,500	\$133,500	\$ 29,000	\$ 829,525
Environment	\$ 167,000	\$ 609,500	\$583,500	\$ 39,500	\$ 4,000	\$ 4,000	\$1,407,500
Housing	\$1,000,000	\$1,875,000	\$701,250	\$697,800	\$ 30,500	\$ 27,125	\$4,331,675
Comm. Dev.	\$ 0	\$ 295,600	\$265,600	\$255,800	\$ 45,000	\$ 38,000	\$ 900,000
Youth	\$ 0	\$ 745,500	\$208,500	\$ 73,500	\$ 30,000	\$ 0	\$1,057,500
Administrative	\$ 0	\$ 215,535	\$157,410	\$138,760	\$136,160	\$128,785	\$ 776,650
Total	\$1,167,000	\$3,919,160	\$2,226,760	\$1,383,860	\$379,160	\$226,910	\$9,302,850

Appendix A Outreach

Survey Results 1994 Postcard Survey

Responses listed below show total number of times that an individual item was listed. A total of 680 surveys were tabulated.

Question: Please choose three main reasons why you live in this neighborhood and mark them with a 1, 2, 3 (with 1 most important reason)

Responses:

150	Sense of neighborliness	91	Diversity of life styles
258	Affordable housing	164	Stable and familiar
132	Closeness to friends and family	361	Convenient location
46	Attractive houses	151	Primarily residential
31	Quality schools	161	Safe place to lives
79	Near my place of worship	101	Well maintained houses
142	Parks and recreational activities	50	Other

Question: Please choose three main areas you think need the most attention to make the Longfellow Community a better place to live and mark them with a 1,2,3.

Responses:

232	Neighborhood appearance	92	Business development
157	Schools	208	Condition of housing
78	Parks and recreation	40	Transportation
324	Personal safety	82	Openness to diversity
378	Property crime	40	Social services
77	Jobs for area residents	143	Youth
67	Availability of local retail services	28	Other

Appendix B Outreach

Family Day at the Movies Survey September 17, 1994

A total of 52 surveys were collected and tabulated.

Question: For each of the following questions, please answer by circling a number, with 1 being the most negative, 3 neutral and 5 the most positive response. You may also indicate that a question does not apply to you (NA)

	No!	no	neut.	yes	Yes!	NA
My neighborhood is well lighted		9	14	24	4	
There is graffiti on/near my propert	5	18	1	22	4	
The playground nearest my home has fun, interesting equipment	4	5	6	22	13	
I can find good daycare nearby	4	10	6	11	8	9
I would walk along near my home at night	6	16	9	19	2	
I often shop at corner grocery stores	5	12	7	19	5	
More trees should be planted in my neighborhood	2	16	14	10	6	
I am happy with the school my child attends	2	4	2	18	21	7
My family has a good health care provider	2	3	6	20	19	1
Police seem responsive and concerned	4	7	18	19	4	

Question: Where do you plan to live five years from now?

- 23 Same house
- 9 Another house in Minneapolis
- 11 Outside of Minneapolis, but in the metro area
- 9 Outside metro area

Question: Are there children living in your home? If so, please check their ages. If not, please check "none."

- 5 None
- 14 One, two years
- 13 Three, four years
- 34 Grades K-6
- 6 Grades 7-12
- 1 Post high school

Question: What is the main reason you would want to move out in the next five years?

- 28 Need for more space/upgrade home
- 16 Crime/personal safety
- 4 Job change
- 10 Want better schools
- 4 Change in personal/family status (retirement, etc)

Appendix C Outreach

Renters Survey

The renters survey was conducted door-to-door by 18 volunteers and staff on September 17, 1994. A total of 97 completed surveys were collected. Of this amount, 61 were from renters on Minnehaha Avenue(M), 28 were from Snelling Avenue(S) and 8 were from the River Road Area(R).

Most renters described the neighborhood as quiet and safe. In general, residents who have been in the neighborhood for a longer period of time have more concerns about worsening conditions. People who lived near the River were most positive.

The most common comments are listed below:

<u>M</u>	<u>S</u>	<u>R</u>	
5	7		The neighborhood is quiet
6	4	1	The neighborhood is safe
4	1		I am concerned about crime
7	1		Some kids are trouble makers
6			There needs to be more positive activities for kids
10	1	1	The neighborhood is convenient
8		1	Buss access is good
6	1	1	There should be better screening of tenants
2			There should be more senior activities
2			More affordable day care is needed
3	1		There needs to be more affordable rental property
3			Appearances in the neighborhood should be improved
1	1		My building needs improvements
		1	The lighting near the River needs to be improved
2			The lighting at the bus stops needs to be improved
1			More recycling is needed

The responses listed below are to the question "Would you prefer to own or to be a renter?"

	<u>Rent</u>	<u>Own</u>
Minnehaha	12	23
Snelling	2	12
River	3	1

Appendix D Housing

Fix and Paint Program

- Income guidelines:** No income limits
- Maximum grant:** \$1,000 per applicant and each applicant may only receive one award.(applicant needs to provide a 2:1 match)
- Minimum grant:** \$150 per applicant and each applicant may only receive one award.(applicant needs to provide a 2:1 match)
- Eligible repairs:** Exterior paint, stucco, steps, sidewalks, retaining wall repair, siding, soffitt, fascia, doors (including screen, storm, primary), porches, driveways, tuck pointing, landscaping (\$150 maximum)
Non-rehabilitative beautification and on-going maintenance are not eligible.
- Eligible properties:** Residential (homesteaded and rental included)
- Priorities:** (Spring 1996)
Priority 1: Properties along Minnehaha Corridor (up to \$50,000)
Priority 2: Applicants who apply with at least 2 other households within a two block area (up to \$100,000)
Priority 3: All other properties
- Lottery:** If necessary a lottery will be held to determine program participants with the following priorities:
Lottery 1: Up to \$50,000 will be available for properties along the Minnehaha Corridor
Lottery 2: Joint applications. Minnehaha applicants who are not chosen in the first priority lottery but who apply as a group will be put into the Priority two (group applications) lottery
Lottery 3: General lottery. Applicants who are not chosen in the first two priority lotteries will be put into the general lottery as individuals

Appendix E Housing Basic Home Improvements

- Income guidelines:** Households with incomes at or below 60% of the metrowide median income
- Amount of loan:** Up to \$10,000.
- Repayment:** Loans will be payable upon the sale of the house and/or the transfer of title and/or if the home is no longer homesteaded.
- Type of repairs:** Basic repairs and maintenance will be covered including all of the items listed in the Early Access I list of eligible repairs. There will not be a priority system to give extra weight to any repairs listed below.
- Eligible repairs:**
- | | |
|------------------------|-----------------------|
| Roofs | Insulation |
| Foundations | Sidewalks |
| Handicap accessibility | Painting |
| Lead abatement | Water Heaters |
| Asbestos Abatement | Siding |
| Plumbing | Steps |
| Electrical | Basement water damage |
- Ineligible repairs:**
- Decks
 - Hot tubs
 - Pools
 - Landscaping
(grading to prevent water damage will be eligible)
 - Non-rehabilitative beautification and on-going maintenance are not eligible.
- Subordination:** Deferred loan recipients will be able to request that the deferred loan be subordinated to a second mortgage or home equity loan for home repair or remodeling.
- Leveraging:** Funds will come back to Longfellow housing programs when deferred loan recipients sell, transfer title or make property rental

Appendix F Housing

Major Remodeling

Maximum loans:	No maximum, Longfellow contribution limited to \$10,000
Minimum loans:	\$3,000
Eligible properties:	One-to-four unit owner-occupied dwellings with a present tax value of \$125,000 or less. If a three or four unit owner-occupied dwelling exceeds the \$125,000 present tax value limit, it will be referred to the Implementation Committee for consideration.
Income limits:	None
Interest rate:	Blended rate, contingent on private lender's rate
Eligible projects:	Improvement and replacement of basic building systems, including heating, plumbing, electrical and structural. General remodeling and room additions. Non-rehabilitative beautification and on-going maintenance are not eligible.
Loan to value:	Up to 125%

Appendix G Housing

Rental Rehabilitation

Maximum loans: No maximum, Longfellow contribution limited to \$5,000

Minimum loans: \$3,000

Eligible properties: Rental property

Interest rate: Blended rate, contingent on lender's rate

Type of repairs: Basic repairs and maintenance will be covered including all of the items listed in the Early Access I list of eligible repairs and remodeling or additions for shared space (such as lockers, tot lots, laundry rooms or community rooms)

Eligible repairs:

Roofs	Plumbing	Landscaping
Foundations	Electrical	Sidewalks
Insulation	Furnace	Paint
Water heater	Security improvements	Garages
Lead abatement	Windows	
Siding	Handicapped accessibility	
Steps	Asbestos abatement	
Carpeting	Security	
Decks	Lighting improvements	

Ineligible repairs:

hot tubs pools saunas
Non-rehabilitative beautification and on-going maintenance are not eligible.

Screening:

Using models developed in Powderhorn Park and other neighborhoods, Longfellow will work with tenants, landlords and block clubs to develop an objective screening process that promotes responsible building management and tenancy, and helps insure that Longfellow will continue to be a community that welcomes all new residents regardless of their race and background.

Appendix H Environment and Transportation

Unfunded Strategies

1. Promote the planting of native trees on neighborhood apartment building grounds
2. Establish a small grants program for schools, neighborhood groups and other organizations to promote environmental education and action.
3. Develop interpretive signage along the river featuring natural history and human interconnectedness with the the river.
4. Replace degraded picnic tables and fire pits along the river corridor.
5. Work with the Seward neighborhood to establish a "green" materials buying club to obtain energy efficient retrofit equipment(windows, low flush toilets, etc), landscaping materials and testing equipment for lead and other hazards.
6. Establish Freenet access terminals in public places.

LONGFELLOW ACTION PLAN

ACTIVITY	1996		1997		1998		1999		2000		96-00 NRP TOTAL
	NRP HOUSING	NRP OTHER	NRP HOUSING	NRP OTHER	NRP HOUSING	NRP OTHER	NRP HOUSING	NRP OTHER	NRP HOUSING	NRP OTHER	
Block Clubs		36,675		35,000		30,000		25,000		25,000	151,675
Volunteer Neigh Patrols		5,000									5,000
Safety Info Networks		2,500		2,500		2,500		2,500			10,000
Personal Security		10,000		10,000							20,000
Home Security		30,000		20,000		18,000		2,000			70,000
Community Lighting		30,000		185,000		100,000		100,000			415,000
Supplemental Police Patrols		24,000		24,000		24,000					72,000
27th Street Rail Corridor		35,850		30,000							65,850
Community Building		4,000		4,000		4,000		4,000		4,000	20,000
*River Corridor Protection		181,500		130,000							311,500
Urban Forest		45,000		50,000							95,000
*Park Improvements		502,500		300,000							802,500
Community Gardens		11,000		11,000							22,000
Minnehaha Ave Improvements				12,500		12,500					25,000
Bicycling Initiatives		27,000		80,000		27,000		4,000		4,000	142,000
Traffic Calming		9,500									9,500
Housing Office	40,000		31,250		32,800		30,500		27,125		161,675
Designated Property Improve	125,000		125,000		125,000						375,000
Housing Fix & Paint	325,000										325,000
*Basic Home Improvements	1,420,000										1,420,000
Major Remodeling	865,000		500,000		500,000						1,865,000
Rental Rehabilitation	100,000		45,000		40,000						185,000
Corridor/Com. Development		205,000		200,000		200,000					605,000
Local Marketplace		10,000		10,000							20,000
Job Resource Center		35,600		65,600		55,800		45,000		38,000	240,000
Business Resource Center		56,675		50,000		50,000		50,000		50,000	256,675
Storefront Revitalization		50,000									50,000
Longfellow Historical Trail		5,000									5,000
Business Recycling		12,500		12,500							25,000
Youth Employ, Mentor, Tutor		85,000		85,000		30,000		30,000			230,000
Entrepreneurial Education		10,000		10,000		5,000					25,000
Youth Leadership		12,000		4,000		3,000					19,000
Community-Building Events		3,500		4,500		5,500					13,500
Minnehaha Corridor Youth Rec		60,000		30,000		30,000					120,000
East Minneapolis YWCA		500,000									500,000
School/Community Partners		75,000		75,000							150,000
NRP Admin		136,360		84,910		88,760		86,160		78,785	474,975
TOTAL	2,875,000	2,211,160	701,250	1,525,510	697,800	686,060	30,500	348,660	27,125	199,785	9,302,850
PERCENT FOR HOUSING	56.53%		31.49%		50.42%		8.04%		11.95%		46.56%
APPROVED EARLY ACCESS	1,167,000		0		0		0		0		1,167,000
NRP APPROPRIATION NEED	3,919,160		2,226,760		1,383,860		379,160		226,910		9,302,850

NOTE: * Denotes Early Access

NOTE: As of 1/17/96 no final legal has been recieved.

NOTE: Allocations to activities within each year are subject to change depending upon timing and other project-related issues, but totals for each activity and for each year will not exceed approved levels.

